WWF is one of the world’s largest and most experienced independent conservation organisations, with over 5 million supporters and a global network active in more than 100 countries.

WWF’s mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.


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The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organisation alone cannot effect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, financial institutions and development agencies, consumers and researchers.

There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity’s relationship with the planet. And together we passionately believe we can.
Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

By working with the corporate sector, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

More specifically, our work with the corporate sector aspires to do this by:

- promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water;
- encouraging a switch away from fossil fuels to 100 per cent renewable energy and away from fossil fuels;
- engaging jointly on public policy;
- supporting the equitable sharing of natural resources;
- redirecting financial flows to support conservation and sustainable ecosystem management;
- raising awareness of the need to consume more wisely; and
- protecting some of the world’s most ecologically important places.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the UN Global Compact, Science Based Targets, the Consumer Goods Forum to make ambitious commitments and to engage in public policy discussions at global and local level, and supporting credible certification schemes e.g. Forest Stewardship Council (FSC), Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC), Roundtable on Sustainable Palm Oil (RSPO), Roundtable on Responsible Soy (RTRS). We also publish scorecards and reports on company or sector performance (e.g. palm oil scorecard; soy scorecard, and sustainable cotton ranking), mobilise public pressure through high-profile campaigns on issues related to business activities (e.g. Seize Your Power, Virunga, Reviving the Oceans Economy), as well as work in partnership with individual companies.

This report presents an overview of current corporate partnerships by WWF in Singapore.
## WWF’S CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public.

In general, we distinguish three types of partnerships with companies:

<table>
<thead>
<tr>
<th>1</th>
<th>Driving sustainable business practices</th>
</tr>
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<tbody>
<tr>
<td>Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company’s operations and value chain. These intend to reduce the major environmental impacts of some of the world’s largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.</td>
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<th>2</th>
<th>Communications and awareness raising</th>
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<tbody>
<tr>
<td>The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilising consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF’s priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.</td>
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</tbody>
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<tr>
<th>3</th>
<th>Philanthropic partnerships</th>
</tr>
</thead>
<tbody>
<tr>
<td>The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation impact.</td>
<td></td>
</tr>
</tbody>
</table>

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

Many partnerships with companies use a combination of these approaches.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.
TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability.

The aim of this report is to give an overview of the partnerships that WWF-Singapore has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF’s global conservation strategy;
- Raise public awareness of key conservation challenges;
- Directly support WWF conservation projects.

WWF-Singapore is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In FY19, income from corporate partnerships represented 10 per cent of this WWF office’s total income.

We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part. A Global Report of WWF’s largest corporate partnerships globally can also be found on www.panda.org/business.
PARTNERING WITH WWF-SINGAPORE

To create change at the scale and speed our planet needs, everyone must be part of the solution.

That’s individuals, governments and businesses. WWF-Singapore engages in innovative, challenging and solution-oriented partnerships with businesses to drive change, seeing a future in which businesses make a net positive contribution to the well-being of the society and the planet.

Achieving change in business practices is essential to tackle the various environmental issues we are facing and ensure a sustainable use of the planet’s natural resources. Your partnership with WWF could change the course of conservation. Have a look at the many ways we can partner together for a sustainable future.

The following list of companies is an overview of highlighted corporate partnerships that include:

- Avery Dennison Corporation
- Ascendas-Singbridge Gives Foundation
- Asian Tigers Group
- Grab
- HSBC
- Informa Group
- Marina Bay Sands
- Samsonite Singapore
- Sumitomo Mitsui Banking Corporation (SMBC)
Headquartered in London, Informa Group is a multinational events and publishing company with offices in 43 countries globally. In Singapore, the Group of companies include Informa, Taylor and Francis and UBM. On an annual basis, the Group holds its employee engagement event - ‘Walk the World’ to raise funds for charity organisations led by the local offices.

About The Partnership

As part of the ‘Walk the World’ initiative, Informa Group collaborated with WWF-Singapore through a series of employee fundraising activities to raise awareness on the issues of environmental challenges. In March 2019, the Group contributed to WWF’s Earth Hour campaign - Singapore’s largest festival for nature, a three-day event attended by over 40,000 participants with the aim for more individuals to adopt conscious lifestyles.

The other series of employee fundraising activities include beach clean-up sessions at East Coast Park made possible by over 200 employees, where 200kg of waste was collected across a 1.8km stretch of beach in two hours. WWF-Singapore’s Head of Conservation and Science also conducted an in-depth talk to over 100 Informa Group employees on how businesses and individuals can align with Sustainable Development Goals. Whether it is a contribution by an individual or a business, every initiative counts. This collaboration seeks solutions to create impact towards a sustainable future for all.
Informa’s Barry Clarke has a Zoology degree.
It plays a part in running a sustainable business.

Multinational publishing and media giant Informa finds purpose in a fundraiser to support WWF in the ongoing fight for a better future.

Born in England but a true Singaporean at heart, Barry Clarke has lived here for close to three decades. For the 57-year-old managing director of Taylor & Francis, his connection with nature goes a long way back.

As a boy, he has always admired the work that WWF does - from addressing habitat degradation to the rapid loss of wildlife and biodiversity. When asked to organise the company’s annual ‘Walk-the-World’ (WTW) campaign to shed the light on pressing environmental issues, it was an easy yes.

The annual event brings teams together with as many walks as possible in one day across different locations. The walks range from short distances like 5km or 10km, to longer distances.

The Informa Group chose WWF-Singapore to partner with and came together to initiate creative fundraising ideas for the organisation.

Through this process, Informa’s Assistant Sales Manager Arthur Chia felt that he was already part of WWF as they shared the same mission. The purposeful tie-up also ascertained his resolve to protect the planet. “I am doing every part we can to be sustainable and reduce the impact on our environment.”

However, Barry wanted to do more than just “walk”. Thanks to WWF and additional help from the Waterways Watch Society, he helped steer and push for a successful beach clean-up that resulted in over 200kg of trash being collected in a day.
With a fundraiser focus to support WWF’s Earth Hour, Informa hosted talks by WWF about sustainable development goals (SDGs) and provided ways to run a more sustainable business across the three offices in Singapore.

For Simon Bates, the editor at Informa, it was invaluable to have a sense of the bigger picture. He understood that it’s not about the odd plastic bag here and there but the cumulative impact that plastic pollution has on the ecosystems, especially in our part of the world.

“Similarly, for me, the impact of a beach clean-up is not that it is valuable in and of itself, but rather that the Sisyphean futility of it reinforces the need for us to take and demand action on a larger scale,” Simon explained further.

It was also heartening to see staff members stepping up to raise funds. “Our staff organised games, bring-and-buy sales, and made cakes to sell. They reached out to their friends and family, and several requested donations from business partners. A staff member even created pieces of art inspired by the SDGs and these were auctioned off to colleagues in other offices. Across teams, we raised S$34,000 for WWF,” Barry shared.

Adapting to a changing world

During COVID-19, Barry has tried to ensure smooth planned communication with his colleagues located in at least a dozen locations across Asia even as he works from home.

“We are familiar with the challenges of managing remotely, but working from home definitely throws up many more challenges. I am focusing to ensure that everyone in the organisation feels connected and cared for.”

As the world grapples with the ongoing health crisis, Barry has still been looking to adapt and deliver a virtual ‘Walk the World’ with 80 other colleagues in the Asia Pacific region. The idea: Each staff member shares a 60-second story about their favourite travel destination while pledging to support Informa’s 2019 charity partners, which include WWF, the Waterways Watch Society and Food Angel. Called ‘Around the World in 80 Minutes’, he intends to encourage and expand the partnership between WWF and Informa on a global scale.

“We may not be able to raise much money at this time, but it is important to show the world we are still thinking of such important causes (while we reflect and take lessons) from the pandemic,” Barry explained.

Barry’s academic background in zoology has played a part in his understanding of our relationship with nature. “I studied zoology at university and many of the problems in society (including the ongoing COVID-19 outbreak) arise because we have forgotten our true relationship with nature.”

Inspired by his daughters, Barry and his wife have gone almost fully vegetarian and made a commitment to pause and think consciously before making purchases. “Packaging and food supply chains must be considered as environmental costs associated with bad agricultural and manufacturing practices,” he added.

Here is a helpful tip from Barry for small businesses who are looking to be more sustainable operationally: Make nature the heart of every decision, and then sustainability will come naturally.
Avery Dennison Corporation is a global materials science and manufacturing company specialising in the design and manufacture of labeling and packaging materials. Headquartered in California, the company has over 30,000 employees across 50 countries.

Under its 2025 Sustainability Goals, the company aims to reduce its absolute greenhouse gas emissions by 35 per cent, develop a sustainable paper supply that is 100 per cent responsibly sourced with at least 70 per cent bearing certification by the Forest Stewardship Council or FSC®. As a member of the Ellen MacArthur Foundation, Avery Dennison drives collaboration efforts to address industry gaps toward building a circular economy.

About The Partnership

In a meaningful partnership with WWF, Avery Dennison supported a successful native species plantation and high quality acacia seedling production benefitting small holders in a FSC® certified acacia forest in Thua Thien Hue province, Viet Nam, which includes Hue, a World Heritage site, a region within WWF’s priority landscape. This initiative has helped local farmers to operate at a low cost model while ensuring reliable sourcing of qualified seedlings. In addition, the nursery model carried out by the local people is highly applicable and useful for the household-level production business in creating jobs and generating incomes for communities.
How was it like to help smallholder farmers grow sustainable plantations?

For the global labelling and packaging company Avery Dennison, developing a paper supply with origins that are 100 per cent certified as sustainable is of paramount importance.

Enter Thua Thien Hue province in Viet Nam, a place where UNESCO world heritage site Hue and the walled royal palace Imperial City can be found.

Within the province, Avery Dennison supported WWF in Viet Nam on native tree planting that benefitted smallholder farmers in a Forest Stewardship Council (FSC®) certified acacia forest.

Part of the partnership was also to build a community seedling production model of high-quality acacia timber to ensure local farmers can source for reliable seedlings with lower costs. In the long run, we hope this nursery model can provide an alternative source of income to the local community.

To find out more about the project, we spoke to several key stakeholders who were critical in running a sustainable plantation supported by Avery Dennison.

Reaping the benefits of native tree planting in buffer zones

Under the support of Avery Dennison’s partnership, planting native tree species in the buffer zones and marginal areas along rivers and streams has helped reduce erosion and landslides in the plantation and other areas.

“I do not throw sewage trash outside and I know how to protect the buffer zones and marginal areas along rivers and streams from erosion and landslides now,” Mr Ho added.

Intercropping with native tree species has increased the diversity of species and protected the plantation from pests and diseases and mitigated the spread of forest fires.

In the long run, the relationship between economic value and biodiversity value would be directly proportional. Income from certified afforestation would be higher than non-certified afforestation too.

“I can sell both certified sawn timber to furniture companies and certified wood chips to pallet and paper pulp processing companies with a premium price of 15 per cent to 20 per cent compared to that of the market,” Mr Ho explained.
On top of economic gains, awareness and knowledge on sustainable forest management and production of forest growers has improved and was applied in daily afforestation. This contributed to better income and job creation for many forest growers in the community.

“With the support from Avery Dennison, other households and I have the opportunities to source for quality seedlings right at our commune, which is one of the decisive factors determining the economic value of plantation forests.”

Ways to grow nurseries sustainably

45-year-old Ms Pham Thi Be, the owner of the Phu Son’s Nursery, had an idea or two on growing nurseries in a sustainable manner. Firstly, the smallholder farmers who own the nursery should improve their capacity and knowledge for developing a sustainable business plan to meet new trends of the market.

This includes training the nursery employees in seeding production techniques according to the technical standards of the forestry sector. The supply resources of seeds and seedlings should be verified by functional technical agencies such as the provincial Forest Protection Department or Department of Agriculture and Rural Development to ensure transparency and quality.

Secondly, the seedling production process should be environmentally friendly, coupled with regulations where use of chemical drugs is prohibited, gradual replacement of plastic seedling potting bags with biodegradable ones.

At the end of the day, Ms Pham shared that learning new and effective techniques to improve quality and productivity should be a lifelong process. Exploring new demands of the market for better adaptability was equally important.

“More importantly, have a long-term business strategy that supports smallholder farmers to replicate this model and create a stable market.”

Complying to sustainable standards is hard work

Ms Pham Thi Be is the owner of Phu Son’s Nursery, a project funded by Avery Dennison.

To maintain the daily business of running a sustainable forest plantation, it was essential for Ms Pham to comply with the technical process which includes selecting the seedlings, clearing the vegetation, digging holes for planting, tending to the plantations and thinning, until the harvesting period.

However, there were natural challenges. Prolonged hot weather season led to water shortage for production and irrigation. During this period, forest growers would not be able to do afforestation, resulting in a stop in purchase of quality seedlings that meet the technical standard.

When there was unstable provision of electricity, the irrigation system would not work, affecting the survival rate and the development possibility of seedlings. Additionally, unexpected heavy rains made seedlings very vulnerable, increasing risk of fungi and pests.

On a typical day of work, on top of ensuring that the seedlings meet the technical standards for sales, Ms Pham had to make sure the nursery’s irrigation system functions properly, prepared seedling bags for the next business cycle, cleared and sanitised the nursery before the end of each working day.

“As Avery Dennison moves toward supporting a circular economy as well as our customers seeking for more environmentally-friendly alternatives to their labeling and packaging needs, we are vigorously promoting and expanding ClearIntent, our sustainability portfolio. This not only includes products that enable recycling, are responsibly sourced, use less material, or are made from recycled content, but also various services such as the Liner Recycling Program that improve the environmental impact of packaging while helping our customers reach their own sustainability goals,” said Parag Bagade, Head of Conservations & Advantage service, Mumbai.

Avery Dennison is also committed to 35 per cent reduction of its greenhouse gas emissions and to develop a paper supply with at least 70 per cent bearing certification by the Forest Stewardship Council or FSC® by 2025.
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On moving forward, Mr Vo Van Du (above), the Chairman of Thua Thien Hue Forest Owners Sustainable Development Association, is thankful to Avery Dennison and WWF for supporting this project that will not only maintain but scale up the plantations with native tree species.

He hopes that the project will gradually transform itself into a Civil Society Organisation (CSO) that provides technical services and capacity building services not only to the sustainable forestry cooperatives as its members but also for other provinces in the central region of Viet Nam.

In the coming years, Mr Vo and his team strongly believe that they could earn more profits by expanding the sustainable business.

“We expect the price and market for our products to be higher and more stable in the coming years.”
MARINA BAY SANDS

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, and the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit marinabaysands.com

About The Partnership

With approximately 33 per cent of the world’s marine fish stocks being overfished, and a further 60 per cent fished to their biological limits, one of the most important ways to protect our seafood sources is to ensure that businesses do their part to procure sustainable seafood.

Recognising the lack of sustainability in seafood supply chains across Asia, WWF-Singapore and Marina Bay Sands entered into a landmark partnership in 2017 to improve sustainable seafood sourcing by the integrated resort. The partnership builds on prior work by WWF to create a Responsible Seafood Sourcing Guide, which was a starting point in the responsible seafood journey for Marina Bay Sands.

50 per cent total seafood by volume responsibly sourced by 2020
Marina Bay Sands has committed to source 50 per cent of their seafood products from responsible sources by 2020. As part of the sustainability roadmap, Marina Bay Sands has completely removed the red-listed seafood from WWF’s Seafood Guide such as the popular red garoupa (a.k.a coral trout) and bluefin tuna from all menus, and is working to remove other red-listed species in the no-go list.

*Red-listed seafood has been identified as seafood that is assessed as Critically Endangered or Endangered by the International Union for Conservation of Nature (IUCN), or as red-listed in the WWF Seafood Guide.

Responsible actions to help protect marine and coastal resources
As part of the partnership, Marina Bay Sands is supporting projects to improve fishery and aquaculture farming practices in the region and increase responsible seafood supplies in the market. This includes the support of seven aquaculture farms as they aim to be among the first in the world to be certified responsible for popular species such as snapper, grouper and sea bass, and a small-scale fishery in Malaysia. With WWFs’ support, these fisheries and farms are set to improve their aquaculture and fishery practices, protect marine environments and secure livelihoods and food security for communities across Tawau, Penang, Perak, Sabah, Johor and Selangor.
Kevin Teng: Meet the man who spearheads sustainability at Marina Bay Sands

Prior to the opening of Marina Bay Sands in 2010, the concept of sustainable operations was nascent to many companies in Asia.

Kevin Teng, the Executive Director of Sustainability at Marina Bay Sands, takes pride in having built the integrated resort’s sustainability programme from scratch.

He knew it was crucial to generate greater awareness about the importance of running the property’s operations sustainably and to decouple business growth with environmental impact. With guidance from the corporate headquarters at Las Vegas, Kevin and his team have helped integrate sustainability into many of Marina Bay Sands’ operations.

Over time, the integrated resort was able to bridge what was done locally with Las Vegas Sands’ global sustainability strategy, Sands ECO360, which is aligned with the United Nations Sustainable Development Goal number 12 (Responsible Consumption and Production).

“I am proud of how we encourage an evidence-based, impact-first approach for our sustainability initiatives. In terms of metrics, I am most proud of the steady increase in our team member engagement, where we’ve seen a 150 per cent increase in unique participation since 2012 – and a reduction in our carbon footprint by 33 per cent since 2012,” Kevin shared.

Food security in a time of COVID-19

COVID-19 has triggered widespread supply chain disruptions around the whole world. In particular, food security has become a cause for concern in many countries around the world including Singapore.
“Food security is a real priority for Singapore and I think Marina Bay Sands has the opportunity to be at the forefront of this. The ongoing COVID-19 outbreak has brought the question of our nation’s food security to the fore. My team and I are actively reviewing our sourcing strategy to encourage diversification of food sources, and to increase support for local and regional farms,” Kevin shared.

Moving forward, Kevin hopes to build more partnerships with regional farms, in particular, tuna farms to fulfill an industry need for responsible tuna. He would like to encourage more partnerships with local farms too.

Reaping the long-term benefits of sustainable seafood

Today, approximately 33 per cent of the world’s marine fish stocks are overfished, a further 60 per cent are fished to their biological limits.

Marina Bay Sands procures a large volume of seafood every year. This makes it crucial for the integrated resort to source responsibly to preserve oceans for future generations and support responsible practices within the industry.

The integrated resort’s procurement team consciously reviews procurement decisions when sourcing seafood for current and future needs. The team works closely with chefs to understand their menu requirements, and communicates Marina Bay Sands’ sustainable sourcing goals and requirements to suppliers.

“Seafood is a very popular choice among our guests and the high demand, coupled with the sheer scale of our operations, puts us in the position to make a significant impact. Our partnership with WWF-Singapore helps us to lead the industry in championing responsible seafood sourcing and make a positive impact on the entire industry’s supply chains,” Kevin added.

Serving sustainable seafood at Marina Bay Sands

Chefs at Marina Bay Sands constantly review their menus to incorporate responsibly sourced seafood where possible. For example, locally-sourced, responsible barramundi is served at both RISE restaurant and Sands Expo and Convention Centre.

Tips from a sustainability expert

On how businesses can start their sustainability journey, Kevin suggested starting small as some initiatives can be implemented with a low-cost and still deliver great returns. For instance, businesses can begin by driving greater awareness and understanding of sustainability among their staff. These include simple activities like a coastal cleanup or even creating the office’s very own compost bin. Kevin added, “Start small – when the workforce is engaged and interested, the rest will follow naturally.”

18,000 kg of locally sourced, responsible barramundi was procured by Marina Bay Sands in 2019.

Dave Heng, Executive Chef of Hotel Operations at Marina Bay Sands explained that serving responsibly sourced seafood at the integrated resort’s restaurants sends a strong signal to diners that they can dine sustainably at Marina Bay Sands. An example of how the integrated resort has incorporated responsibly sourced seafood into its menus is the Baked Salt Crust Sustainable Barramundi (above) served at RISE restaurant.
ASCENDAS-SINGBRIDGE GIVES FOUNDATION

About The Partnership

Ascendas–Singbridge Gives Foundation joined the hands of WWF-Singapore between 1 July 2018 to 31 December 2018 in fighting the degradation of Rimbang Baling, one of Indonesia’s last pristine rainforests and a critical habitat for Sumatran tigers and wildlife. Under this collaboration, a total of 500 trees were planted in Rimbang Baling to reverse the damage and rebuild crucial wildlife habitats and ecosystems. Employees learnt the importance of protecting nature from WWF’s Green Talks and a virtual rainforest adventure at the “Into the Wild” exhibition at the ArtScience Museum.
Founded in 1998, the Asian Tigers Group is a leading provider for international moving and relocation services with 29 offices in 14 territories throughout Asia. The company established the Tiger Action Fund in 2001 to support global efforts in protecting wildlife.

About The Partnership

Together with WWF-Singapore, Asian Tigers Group committed to help reverse the decreasing trend of wild tiger populations that has plunged by over 95 per cent over the past century. The Tiger Action Fund supported WWF’s TX2 project with the goal to double wild tigers globally by 2022.

Through this collaboration, The Tiger Action Fund supported critical resources such as anti-poaching efforts, research, policy advocacy and communications support for the TX2 project. These measures will inspire collective actions across the globe to protect Asia’s wild tigers and catalyse impactful legislative change.
Grab is Southeast Asia’s leading super app that provides everyday services such as ride-hailing, food, package, grocery delivery, mobile payments and financial services to millions of Southeast Asians. Users can earn and redeem points with more than 700 brands through GrabRewards, the largest loyalty program in SEA.

About The Partnership

In supporting wildlife conservation, Grab selected WWF-Singapore as its new beneficiary to be part of its loyalty programme to help raise awareness and funds toward endangered wildlife that are endemic to Southeast Asia’s ecosystem. Donations were made accessible to Grab users across eight markets in Southeast Asia in exchange for users loyalty points. In Singapore, every 1,100 points transact a $3 donation to support the shutdown of illegal wildlife trade and tiger conservation projects.

The protected species include Malayan tigers, Irrawaddy dolphins, Asian elephants, and the tamaraw (species of buffalos native to the Philippines).
HSBC is one of the largest banking and financial services organisations in the world, with operations in 64 countries and territories.

The HSBC’s global Water Programme aims to provide and protect water sources, inform and educate communities in need, enable people to prosper and drive economic development.

About The Partnership

In the two-year partnership with HSBC, WWF-Singapore launched the Ripples Programme with the objective of securing water consumption to sustainable levels and raising awareness on water footprint. This can be achieved through community based knowledge sharing and action by the network of water warriors that the programme has built up.

The Ripples programme rallied close to 600 volunteers (Water Warriors) from HSBC and WWF-Singapore. These volunteers participated in the Singapore World Water Day Walk by Public Utility Board Singapore, environmental clean-up in Singapore waters, and storytelling sessions with the National Library Board. Through these activities, the programme has reached more than 100,000 people in Singapore.

WWF-Singapore also produced Singapore’s first Ripples White Paper Report and a Water Footprint Card Game to drive further engagement across schools, communities and businesses.
SUMITOMO MITSUI BANKING CORPORATION (SMBC)

Headquartered in Tokyo, SMBC is a leading Japanese financial institution and a core member of the Sumitomo Mitsui Financial Group (SMFG). It offers personal, corporate and investment banking services to 40 countries and regions, 16 of which are in Asia.

About The Partnership

In 2018, SMBC partnered with WWF-Singapore to raise awareness about deforestation and protecting biodiversity.

The partnership focused on restoring nature by planting 50 trees in West Coast Park and 850 trees in Rimbang Baling, Indonesia, a UNESCO-recognised Tropical Rainforest Heritage of Sumatra.

WWF-Singapore also supported SMBC’s Family Week and Annual Giving Week by conducting interactive activities and roadshows for participants to learn more about the impact of protecting nature.

INDUSTRY
Banking

TYPE OF PARTNERSHIP
Communications and Awareness, Philanthropy

CONSERVATION FOCUS OF PARTNERSHIP
Forests

FY19 BUDGET RANGE
S$25,000 - S$100,000
A Global Movement

Started in 2007, Earth Hour is the world’s largest grassroots movement for the environment. For over a decade, this annual event has inspired individuals, communities, businesses and organisations in more than 180 countries and territories to take tangible action for the environment.

Singapore’s First Zero Waste Earth Hour

Earth Hour 2019 brought close to 40,000 people together during the largest three-day festival for nature in Singapore held at Marina Bay Sands’ Event Plaza, almost tripling the number of people who pledged to #UseLessPlastic the previous year.

As the first zero waste Earth Hour in Singapore, measures were put in place to reduce disposables, saving festival-goers thousands of plastic bottles and single-use items. By bringing conservation challenges into the public eye in a family-friendly and accessible way, Earth Hour empowers individuals to act, while creating the enabling conditions for businesses and governments to recognise rising issues.

Successes & Milestones

Earth Hour raised more than S$83,000 collectively with the support of Informa Group, Lidl Singapore, My Little Bow, Pan Pacific Hotel Group, Samsonite Singapore, Sky Premium and Takashimaya Department Store.

The movement also generated over S$2 million in advertising and media coverage on critical environmental issues, supported by famous influencers, celebrities, community leaders and businesses. Globally, the movement garnered 6.9 million reach online, across 110 national and international media outlets.
With more than 110 years of heritage, Samsonite is the world’s leading travel lifestyle brand. Samsonite International S.A (the “Company”) together with its consolidated subsidiaries (the “Group”), is the world’s largest travel luggage company with a legacy of acting responsibly and with integrity.

The Group, is principally engaged in the design, manufacture, sourcing and distribution of luggage, business and lifestyle bags throughout the world, primarily under the Samsonite, Tumi, Hartmann, American Tourister, Lipault Paris, Gregory, High Sierra and Kamiliant brand names as well as other owned and licensed brand names. Building on research, quality and durability, Samsonite has long been committed to incorporating sustainable practices into its product innovation and bringing positive impact to communities.

About The Partnership

Samsonite Singapore has partnered WWF’s Earth Hour movement for its luggage trade-in, as part of its sustainability efforts. Customers could trade in any preloved luggage at Samsonite Singapore stores, department stores, Samsonite ecommerce platform and flagship marketplaces. With every luggage trade-in purchase, Samsonite Singapore donated $10 to WWF’s Earth Hour. Samsonite Singapore also participated in the iconic Earth Hour lights-out. Further supporting the Earth Hour initiative, all non-essential lights were also switched off every Monday from 12pm to 1pm, during the luggage trade-in period.

As part of the awareness programme, WWF-Singapore conducted a Green Talk with the employees of Samsonite Singapore where they learnt more about the global environmental challenges.
SASPO, Support Asia for Sustainable Palm Oil, is a regionally focused, industry-led alliance that brings together like-minded businesses to commit to sourcing 100 per cent sustainable palm oil.

Businesses that are part of SASPO collectively account for over 81 brands and 200 Food and Beverage (F&B) outlets across Singapore today.

As secretariat for SASPO, WWF-Singapore facilitates industry discussions and acts as a knowledge partner on sustainable palm oil.

Supported by Singapore’s Ministry of Environment and Water Resources, represented at European national palm oil alliance meetings and the Roundtable on Sustainable Palm Oil (RSPO), SASPO is growing in reach and depth among businesses interested in progressing on their journey of sourcing sustainable palm oil.
In Singapore, the year started strong by launching PACT (Plastic ACTion), a new voluntary industry initiative to eliminate plastic pollution in nature.

PACT aims to disrupt the existing market for plastic, replacing it with a circular economy that is regenerative and restorative by design.

Over 15 businesses have signed stringent commitments for "No Plastic in Nature by 2030" and towards a circular economy. As part of sectoral action, over 270 F&B outlets removed straws.

Pushing for a legally binding treaty on marine pollution, WWF conceptualised and launched the global Plastic Diet campaign which resulted in headlines and attention in over 180 countries.

Businesses for Plastic Action

Businesses have an integral role in the global production and consumption of plastics. Yet, very few are accountable for the plastics that they create today. This is why we are roping businesses in as partners - many pioneers in their own right - in creating scalable and commercially-viable solutions to reduce our plastic use in Singapore.
19 companies commit to time bound targets on plastics

WWF works with individual businesses to reduce their plastic use with a public commitment to time bound targets. PACT was launched in January 2018 with eight companies. Since then, this number has doubled to include companies from F&B, hospitality and retail.

SaladStop!

The majority of the plastic packaging that SaladStop! uses is made of 80 per cent recycled PET plastics, and the company aims to further reduce the consumption of virgin plastic by providing incentives to encourage customers to bring their own reusable packaging. Straws and plastic cup lids will only be provided upon request.

F&B establishments phase out plastic straws

WWF brings companies together to agree on pre-competitive, collective measures that will create an industry-wide impact on plastic use.

In June 2019, WWF-Singapore announced that over 270 F&B establishments in Singapore will remove plastic straws as a first step to phase out single-use plastic and disposables. This is the largest collective industry announcement on plastic to-date.
The following list represents all corporate partnerships that WWF-Singapore has with an annual budget up to S$30,000.

Africa Society of Singapore
Andaz Singapore
Credit Suisse
Grab
IKEA
LIDL Singapore
Manulife (Singapore)
Mazars LLP
MSIG Holdings (Asia)
My Little Bow
Pan Pacific Hotel Group
Pet Lovers Centre
SaladStop
Sky Premium International
StarHub
Systems on Silicon Manufacturing Company
Takashimaya Department Store
Tekchen Choling
UBS

Armenia
Australia
Austria
Azerbaijan
Belgium
Belize
Bhutan
Bolivia
Brazil
Bulgaria
Cambodia
Cameroon
Canada
Central African Republic
Chile
China
Colombia
Croatia
Cuba
Democratic Republic of Congo
Denmark
Ecuador
Fiji
Finland
France
French Guyana
Gabon
Georgia
Germany
Greece
Guatemala
Guyana

Honduras
Hong Kong
Hungary
India
Indonesia
Italy
Japan
Kenya
Korea
Laos
Madagascar
Malaysia
Mexico
Mongolia
Morocco
Mozambique
Myanmar
Namibia
Nepal
Netherlands
New Zealand
Norway
Pakistan
Panama
Papua New Guinea
Paraguay
Peru
Philippines
Poland
Romania
Russia
Singapore

Slovakia
Solomon Islands
South Africa
Spain
Suriname
Sweden
Switzerland
Tanzania
Thailand
Tunisia
Turkey
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States of America
Vietnam
Zambia
Zimbabwe

WWF Associates*

Fundación Vida Silvestre (Argentina)
Pasaules Dabas Fonds (Latvia)
Nigerian Conservation Foundation (Nigeria)

*As at October 2018
WWF IN NUMBERS

100
WWF present in over 100 countries, on 5 continents

5000
WWF has over 5,000 staff worldwide

2006
WWF Singapore was founded

5M
WWF has over 5 million supporters